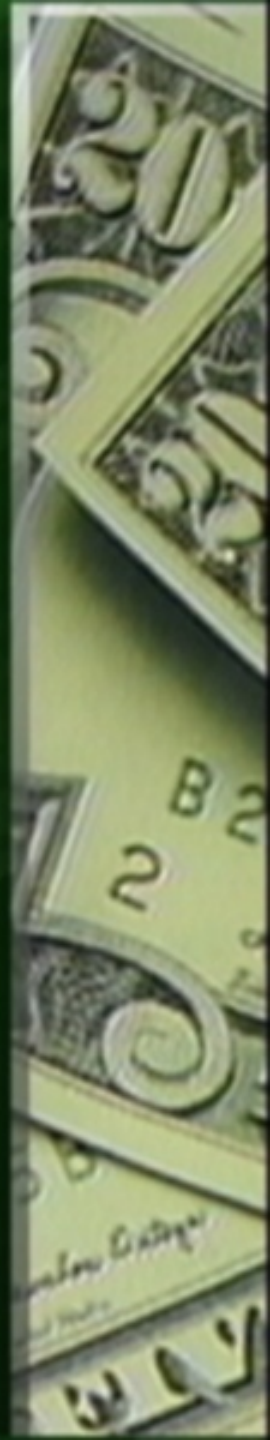


# Stocks

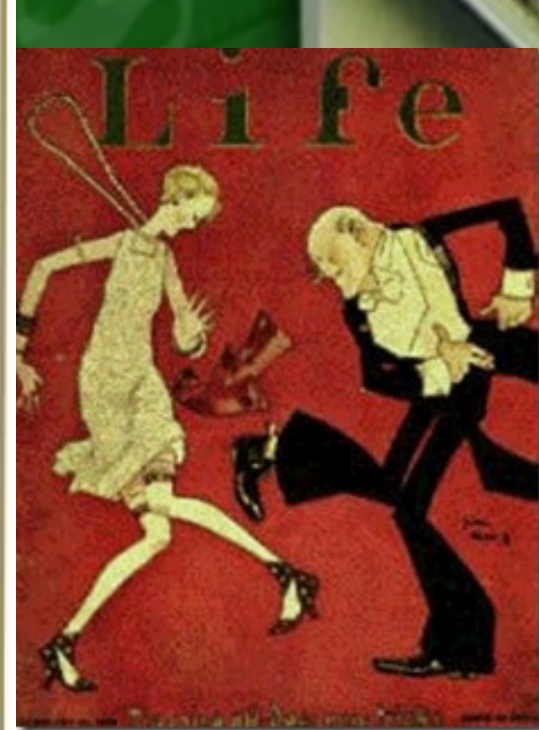
## **3.1 The Roaring Twenties**

**The 1920s and 1930s**





# 1920s: PARTY TIME!!!



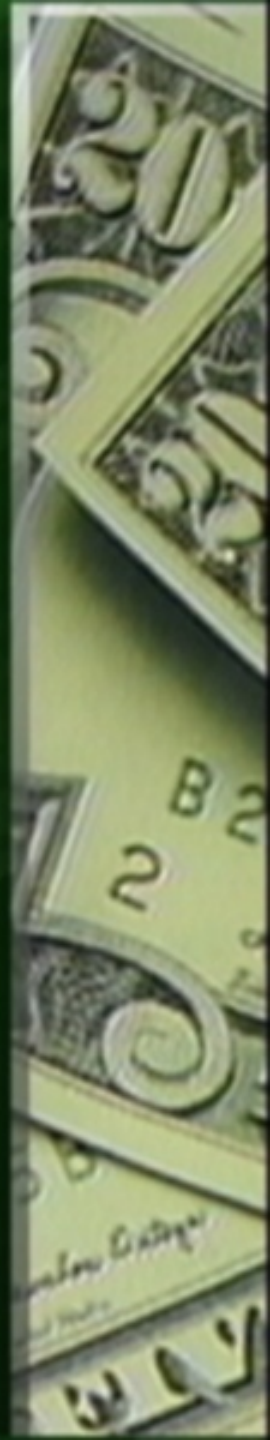
The Charleston



# **“Return to Normalcy”**

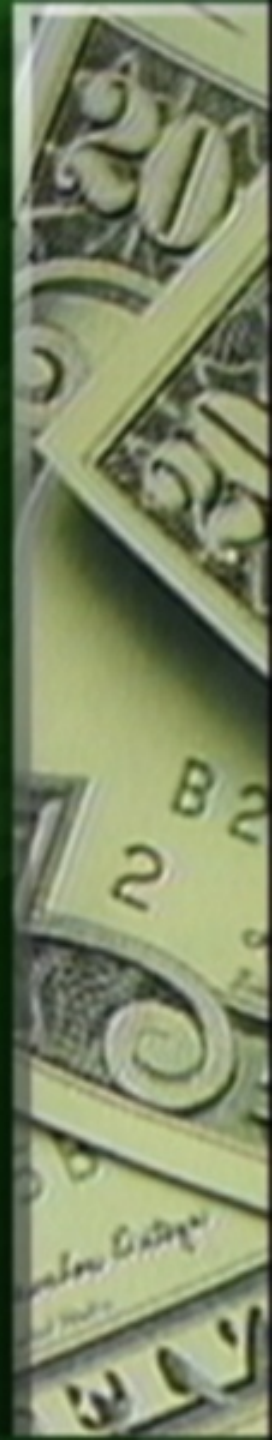
**After the horrors of WWI, Americans just wanted to get back to normal & focus on the economy.**

- **Republican Warren G. Harding campaigned for a “return to normalcy” in 1920 & won the presidency.**
- **Industry got back to the business of making, advertising & selling cheap consumer goods.**
- **Harding’ s administration returned to more laissez-faire policies & the post-war economy prospered with little government regulation.**





“Return to Normalcy” President Warren G.  
Harding throwing an opening pitch

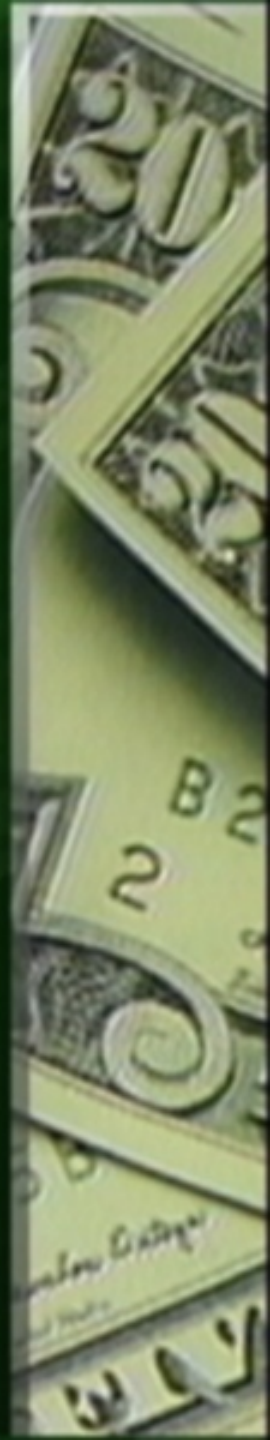




# **Consumer Economy**

**The American middle class was on the rise and stock prices soared.**

- ❑ **New products made household chores easier.**
- ❑ **Products became cheaper thanks to the new mass production techniques.**
- ❑ **Families began to buy goods on credit.**
- ❑ **Advertising began to use new psychological discoveries to tap into customers' emotions.**





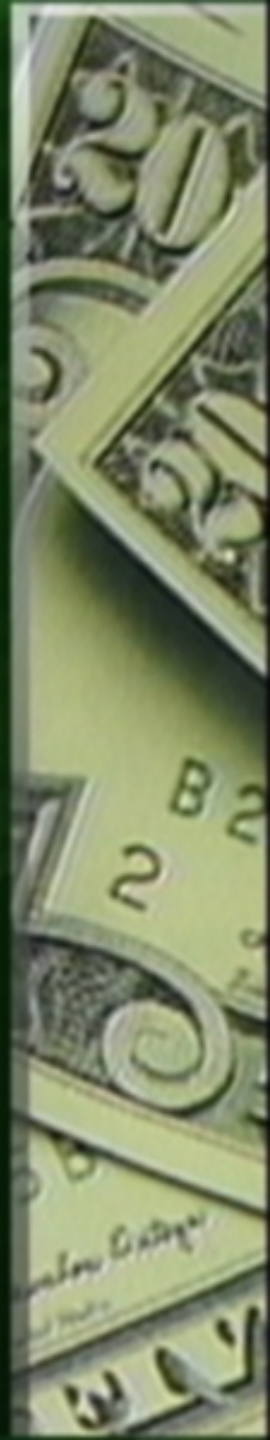


# **Easy Credit**

**To sell more of the new household & consumer goods, department stores began to advertise a “Buy Now, Pay Later” option for the middle class.**

**Installment plans allowed customers to make payments on large purchases such as automobiles.**

**Consumer debt doubled during the 1920s.**





# Installment plans

A NEW  
*No Change in Price for* **CORONA**



With the following improvements—

1. Automatic Ribbon Reverse
2. Longer space bar and shift keys on both sides
3. 10 inch carriage
4. Combination carriage return and line space lever

*Write for particulars  
of our*

**Instalment Plan**

M.\$22.50 places it  
in your hands and  
the balance in easy  
payments.

*General Agents for China:*

**DODGE & SEYMOUR (CHINA), LTD.**

18 Museum Road, Shanghai.

encouraged Americans to “buy now, pay later.”



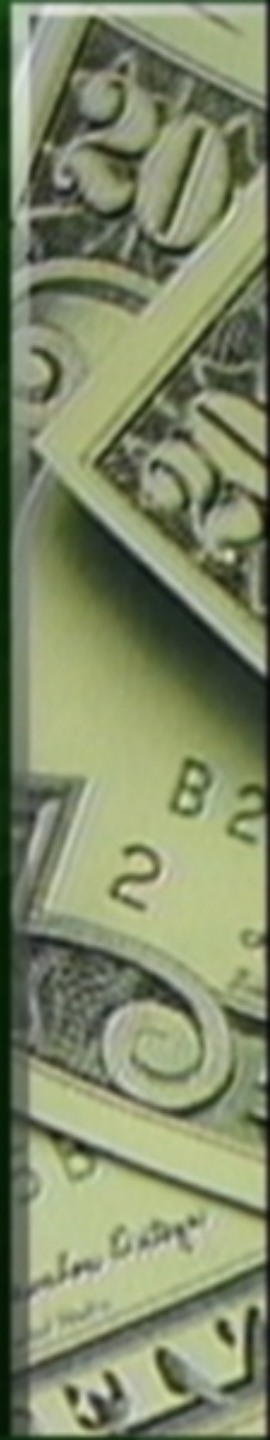
# Household Work Changes

## □ Before

- Beating carpets
- Changing the icebox
- Sowing & scrubbing clothes
- Ironing (non-electric)
- Growing & canning food
- Making bread

## □ After

- Vacuum cleaners
- Refrigerators
- Washing machines
- Electric irons
- Supermarkets
- Department stores





# UNIVERSAL

"The Trade Mark known in every Home"

## Home Needs



"I don't mind Housekeeping a bit!"

*The Universal Housewife Says—*

NO wonder—with UNIVERSAL Home Needs to do the hard work. Really—they make housework a pleasure. And how they do cut down the bills!

With the **UNIVERSAL Coffee Percolator** it's the matter of a few minutes to make coffee of delicious flavor. The **UNIVERSAL Food Chopper** makes delicious dishes from left-overs that would ordinarily go to waste. Saves its cost many times over in the food it saves.

Perfect Bread in the **UNIVERSAL Bread Maker** in three minutes. The **Cake Maker**, **Mignonaise Mixer**, **Tea Ball Tea Pot**, and scores of other UNIVERSAL Home Needs all doing their part to lessen the housewives' work.

And with **UNIVERSAL Aluminum Ware** gleaming from shelf and cabinet—the Universalized Kitchen is truly a wonderful "workroom" of the home.

**UNIVERSAL Electric Grill and Toaster** prepare a complete meal right at the table. Handy and economical. All the conveniences of a kitchen at your hand.

The **UNIVERSAL Electric Waffle Iron** makes delicious waffles at the turn of switch. Served piping hot in less than two minutes. No smoke, no odor.

**UNIVERSAL Vacuum Cleaner** has conveniently located toggle switch and pistol grip which fits the hand. Full width nozzle, and for picking up thread, lint, etc., which cannot be removed by air alone, there is a gear-driven brush. Is beautifully finished in Verd Antique.

**UNIVERSAL Electric Washer**—beautifully enameled cabinet with all moving parts enclosed. Gear-driven mechanism, automatic safety clutch. Light, durable, sanitary cylinder, non-sagging, swinging wringer, with safety release. Locks in four positions; will not operate except when in position. Self-draining tub.

**UNIVERSAL Electric Iron** takes the drudgery out of ironing—saving many tiresome steps to and from the hot stove carrying a heavy iron. No roasting in a stuffy kitchen. Iron in comfort anywhere.

On sale at Hardware, House-furnishing and Department Stores.  
Electric Appliances at Electric Dealers and Lighting Companies.

Write for FREE booklet No. 85, "Universalize Your Home"

**LANDERS, FRARY & CLARK, New Britain, Connecticut**

Metalmiths for over Half a Century

© 1920 L. F. & C.

"UNIVERSAL Devices Help  
Solve the Servant Problem"





# **“The Roaring Twenties”**

**With all the new toys and leisure time,  
Americans partied!!**

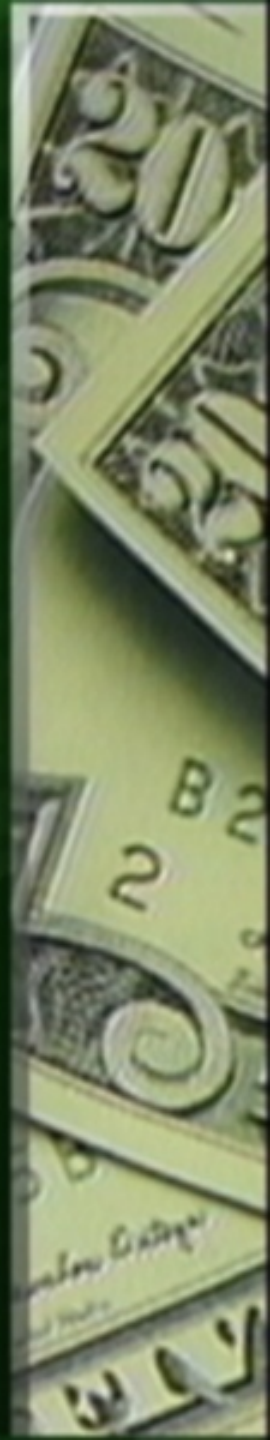
**Although alcohol was  
prohibited by the 18th  
amendment, speakeasies  
brought nightlife “underground.”**



# **“The Roaring Twenties”**

**New laws restricted child labor & children went to school longer, resulting in a new “teenage” phase.**

- ❑ **The automobile gave young people more independence to meet and date in private.**
- ❑ **High schools emerged & teenagers began to develop their own cultures and extracurricular activities.**



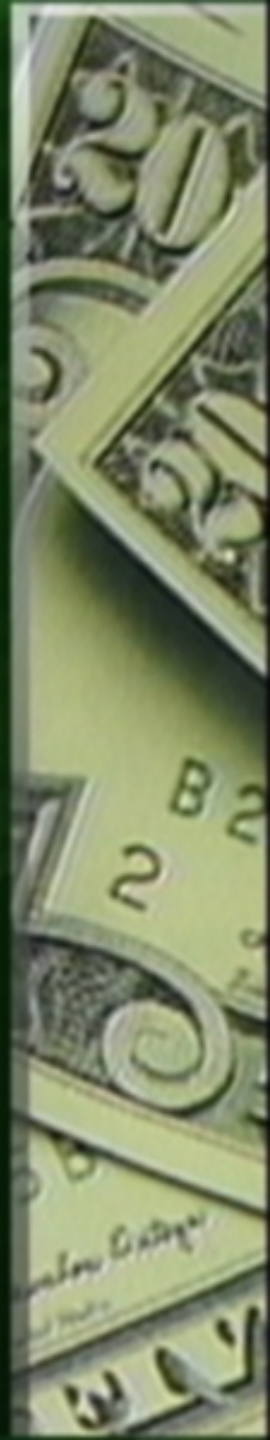


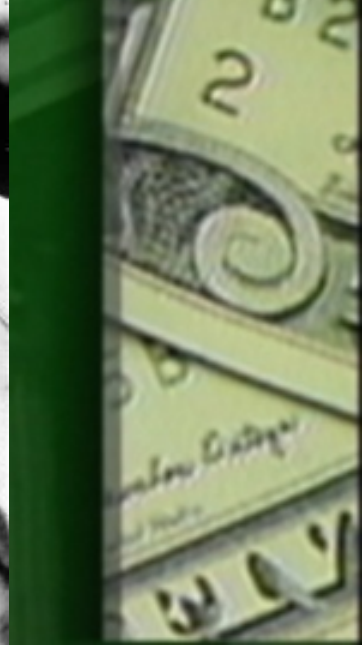
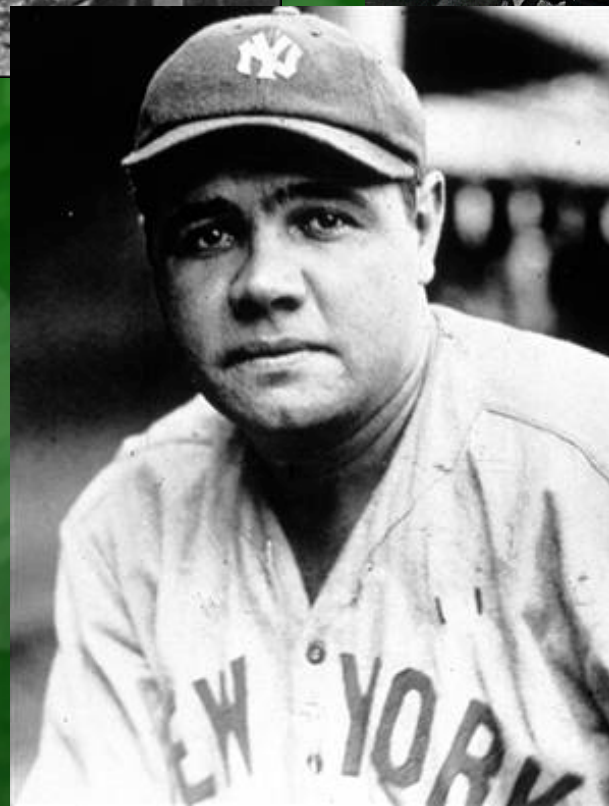
# **“The Roaring Twenties”**

**Radio allowed Americans to listen to the same music, programs, sporting events & advertising - all for free!**

**Fads swept the nation, such as dance marathons, haircuts, beauty pageants, games, magazines & breaking world records.**

**Charles Lindbergh (pilot), Babe Ruth (baseball) & Jack Dempsey (boxer) became national heroes.**







# **“The Roaring Twenties”**

**Millions flocked to the big screen to see action films, slapstick comedies, the latest fads & the sexiest new stars.**

**The Jazz Singer was released in 1927 as the first “talkie,” or movie with synchronized sound, ending the era of silent films.**

**Mickey Mouse was introduced to audiences in 1928 and Betty Boop in 1930.**

